



WFLX

## ORDER

Print Date 10/24/12 Page 1 of 2

Flight Dates 10/25/12-10/31/12

Contract / Revision 840958 /

Original Date / Revision  
10/24/12 10/24/12

Advertiser 60 Plus Association

Agency Mentzer Media Services

Buying Contact

600 Fairmount Ave, Suite 306  
Towson, MD 21286

Product

60 PLUS ASSOCIATION

Agency Com 15%

Billing Contact

600 Fairmount Ave, Suite 306  
Towson, MD 21286

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2175

Alt Order # 06395228

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency General AirGen-Gener

Product Codes PL20

Priority P 1

Advertiser Ref

Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station % of Order Amount

DFLX	%
WFGC	%
WPBF	%
WPEC	%
WPPB	%
WPTV	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	8	\$5,984.00	\$7,040.00	0.00	10/01/12	10/28/12	8	\$5,984.00	\$7,040.00
November 2012	8	\$2,737.00	\$3,220.00	0.00	10/29/12	10/31/12	8	\$2,737.00	\$3,220.00
<b>Totals</b>	<b>16</b>	<b>\$8,721.00</b>	<b>\$10,260.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/26/12	10/26/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	----2--	:30	2	\$175.00	P 1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----2--		2				\$175.00		0.00			
E 2	WFLX	10/26/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	----2--	:30	2	\$175.00	P 1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----2--		2				\$175.00		0.00			
E 3	WFLX	10/26/12	10/26/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	----2--	:30	2	\$1,085.00	P 1	0.00	NM	2	\$2,170.00



WFLX

Print Date: 10/24/12

Page 2 of 2

Contract / Revision

840958

Flight Dates 10/25/12-10/31/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser 60 Plus Association

Product 60 PLUS ASSOCIATION

Estimate # 2175

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/26/12	10/26/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	----2--	:30	2	\$1,085.00	P 1	0.00	NM	2	\$2,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----2--		2				\$1,085.00		0.00			
E 4	WFLX	10/28/12	10/28/12	NFL on Fox Game 1 NFL ON FOX	Comm	1-425P	-----1	:30	1	\$1,835.00	P 1	0.00	NM	1	\$1,835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1		1				\$1,835.00		0.00			
E 5	WFLX	10/28/12	10/28/12	NFL on Fox Game 2 NFL ON FOX	Comm	425-7P	-----1	:30	1	\$2,335.00	P 1	0.00	NM	1	\$2,335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1		1				\$2,335.00		0.00			
E 6	WFLX	10/29/12	10/31/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	MTW----	:30	3	\$175.00	P 1	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTW----		3				\$175.00		0.00			
E 7	WFLX	10/29/12	10/31/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	MTW----	:30	3	\$175.00	P 1	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTW----		3				\$175.00		0.00			
E 8	WFLX	10/30/12	10/30/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-2-----	:30	2	\$1,085.00	P 1	0.00	NM	2	\$2,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-2-----		2				\$1,085.00		0.00			
Totals														16	\$10,260.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.5em; margin-left: 50px;">WFLX</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">10/24/12</span>
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I, Lauren Schumacher

do hereby request station time concerning the following issue:

60 Plus Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	<span style="font-size: 1.2em;">WFLX # 8409SB</span>  <span style="font-size: 2em;">10/25 - 10/31</span>			

<b>Total Charges:</b>	<span style="font-size: 1.5em;">\$ 10,260</span>	<input checked="" type="checkbox"/> GROSS
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This broadcast time will be used by: 60 Plus Association

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

11-8-11      James J. Martin      703-807-2070  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

[Signature]      John Heistman      GM  
Signature      Printed Name      Title



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	DC

**REQUEST RECEIVED FROM**

**DATE:** 8/14/12

<b>BUYER:</b>	Anne Braunscheidel
<b>AGENCY:</b>	Mentzer Media
<b>ADDRESS:</b>	600 fairmount ave ste 360
<b>PHONE #:</b>	410-825-0237
<b>FAX #:</b>	410-583-2322
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	60+ Association
<b>CHAIRPERSON:</b>	JAMES L MARTIN
<b>TREASURER:</b>	AMY FREDERICK
<b>ADDRESS:</b>	515 KING ST STE 315 ALEXANDRIA VA 22314
<b>PHONE #:</b>	703807-2070
<b>FAX #:</b>	703-807-2073
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	60+ ASSOCIATION
<b>OFFICE:</b>	ISSUE
<b>PARTY:</b>	REPUBLICAN

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	